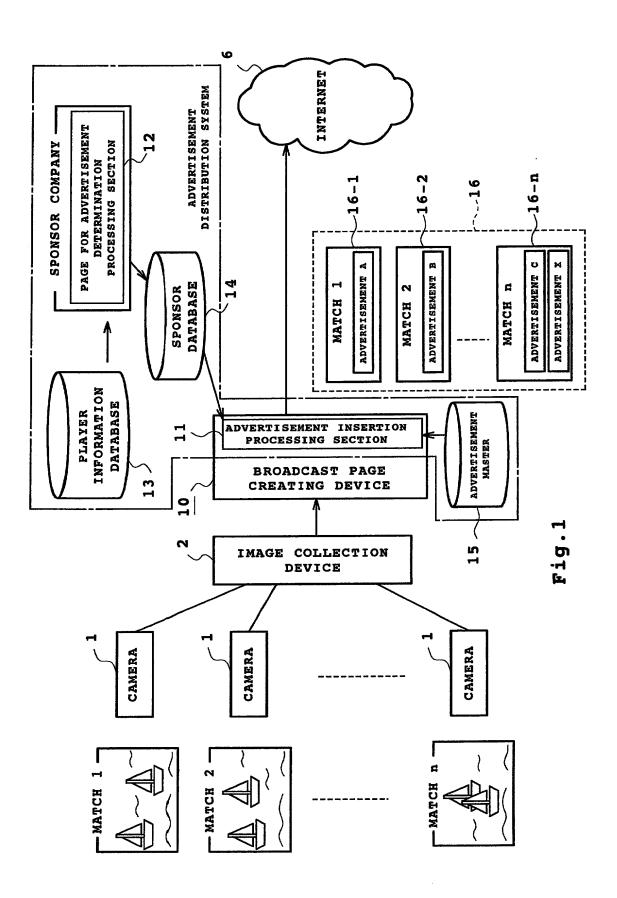
Inventors: MITSUNARI UOZUMI Atty Docket No.: 400979/Y.KANAYAMA Leydig, Voit & Mayer, Ltd. 202-737-6770



Title: ADVERTISEMENT DISBRIBUTION SYSTEM AND METHOD IN SPORT BROADCASTING Inventors: MITSUNARI UOZUMI

Inventors: MITSUNARI UOZUMI Atty Docket No.: 400979/Y.KANAYAMA Leydig, Voit & Mayer, Ltd. 202-737-6770

EXEMPLARY SPONSOR DATABASE DATA STRUCTURE

MATC	MATCH INFORMATION	ION	
TIME	PLACE	TEAMS	SPONSOR
mm/dd hh:mm	PLACE 1	p1 vs p2	COMPANY A
mm/dd hh:mm	PLACE 2	p3 vs p4	COMPANY B
mm/dd hh:mm	PLACE n	; pn-1 vs pn	COMPANY C, COMPANY X

Fig.2

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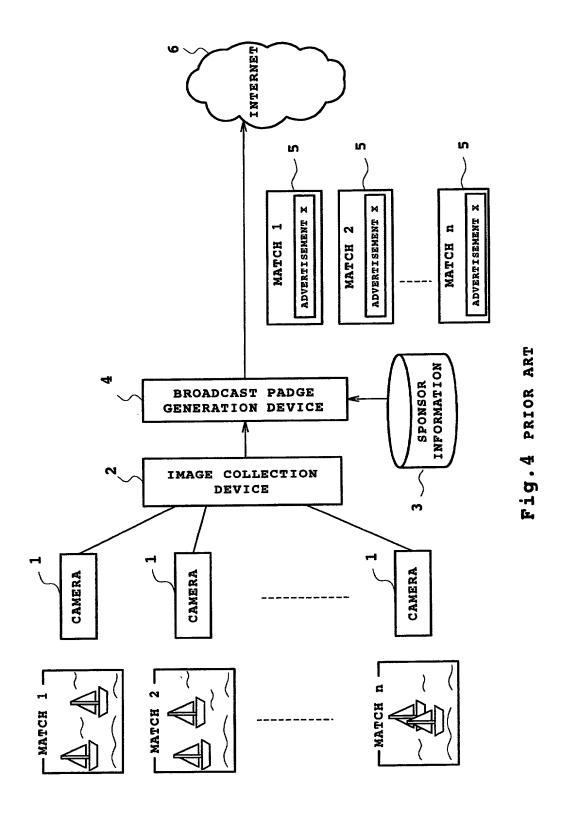
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EXEMPLARY PLAYER INFORMATION DATABASE DATA STRUCTURE

		PLAYE	PLAYER INFORMATION	LION	AFFILIATION	YACHT
TEAM	NATIONALITY	NAME	PLACE OF BIRTH	PR	CLUB INFORMATION	SPONSOR

Fig.

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